

6-267 Office of Tourism

The mission of the Office of Tourism is to promote and assist the expansion of tourism and the tourism industry; to increase employment opportunities through the orderly development of tourism facilities; to invite visitors to the state; and to conduct an ongoing promotional campaign of information to create and sustain a positive image and understanding of Louisiana. The goals of the Office of Tourism are:

1. To increase the economic impact of travel on the state and
2. To increase the awareness of Louisiana as a travel destination.

The Office of Tourism has four programs: Administration, Marketing, Welcome Centers and Consumer Information Services.

BUDGET SUMMARY

	ACTUAL 1999 - 2000	ACT 11 2000 - 2001	EXISTING 2000 - 2001	CONTINUATION 2001 - 2002	RECOMMENDED 2001 - 2002	RECOMMENDED OVER/(UNDER) EXISTING
MEANS OF FINANCING:						
STATE GENERAL FUND (Direct)	\$207,015	\$100,000	\$100,000	\$0	\$350,000	\$250,000
STATE GENERAL FUND BY:						
Interagency Transfers	16,699	127,600	127,600	127,600	178,990	51,390
Fees & Self-gen. Revenues	16,051,149	16,566,637	16,773,170	16,519,025	16,973,703	200,533
Statutory Dedications	0	0	0	0	0	0
Interim Emergency Board	0	0	0	0	0	0
FEDERAL FUNDS	0	0	0	0	0	0
TOTAL MEANS OF FINANCING	\$16,274,863	\$16,794,237	\$17,000,770	\$16,646,625	\$17,502,693	\$501,923
EXPENDITURES & REQUEST:						
Administration	\$915,710	\$880,052	\$880,508	\$873,670	\$857,127	(\$23,381)
Marketing	12,023,857	12,320,056	12,491,123	12,191,820	13,032,339	541,216
Welcome Centers	1,707,246	1,957,377	1,992,387	1,943,836	1,976,428	(15,959)
Consumer Information Services	1,628,050	1,636,752	1,636,752	1,637,299	1,636,799	47
TOTAL EXPENDITURES AND REQUEST	\$16,274,863	\$16,794,237	\$17,000,770	\$16,646,625	\$17,502,693	\$501,923
AUTHORIZED FULL-TIME EQUIVALENTS: Classified	71	68	68	68	74	6
Unclassified	1	1	1	1	1	0
TOTAL	72	69	69	69	75	6

This agency's recommended appropriation does not include any funds for short-term debt.

In addition to the above recommended appropriation, \$182,729 will be paid in Fiscal Year 2001-2002 for long-term debt incurred on behalf of this agency from the previous sale of bonds. Total long-term debt payments for the state for Fiscal Year 2001-2002 are reflected in the Governor's Executive Budget Supporting Document in Non-Appropriated Requirements, Schedule 22-922.

This agency's recommended appropriation also includes the following amount by means of financing for payments on the unfunded accrued liability of the Louisiana State Employees' Retirement System in accordance with the provisions of Article X, Section 29 of the Constitution of Louisiana:

State General Fund by	
Fees & Self-gen. Revenues	\$113,026
Total	\$113,026